

# CRAIN'S

## NEW YORK BUSINESS

CRAINSNYORK.COM | MAY 16, 2022 | 

The first recorded instance of the term “marketing” dates to the 1560s. In the 460 years since then, marketing has taken many forms, with traveling salesmanship and mail-order catalogs giving way to message-laden packaging, billboards, radio and TV ads, and social media campaigns.

Most recently, digitization has allowed marketing practitioners and their cousins—advertising and public relations pros—to leverage data in their attempts at attraction and persuasion. It's an evolution that speaks to an evergreen business need: letting the world know an enterprise exists and can deliver what consumers need or at least want.

Lately, of course, consumers have come to expect the businesses they engage with to show a commitment to social and environmental responsibility. It generally falls to advertising, marketing and PR professionals to demonstrate organizational fealty to those ideals. Industry leaders in the New York area have proved they are more than up to the task, driving messaging around sustainability prerogatives and product offerings with equal aplomb.

In selecting the 45 individuals for this 2022 list of Notable Leaders in Advertising, Marketing and Public Relations, Crain's aimed to highlight the professionals who are exceptionally skilled at grasping the zeitgeist and crafting of such messages. The talented individuals who made the cut work in an array of industries and represent the best the industry has to offer. Crain's is proud to present them to its readers.

The list of honorees includes only those executives for whom nominations were submitted and accepted after an editorial review. Their profiles were drawn from submitted nomination materials. To qualify for the list, executives had to be employed in a senior level position in New York City or the surrounding counties for at least 10 years in a marketing, advertising or PR role, either in-house or at an agency. The honorees were selected for their professional achievement as well as their involvement in mentorship and philanthropic and community activities.

## CRAIN'S NEW YORK BUSINESS 2022

# NOTABLE

LEADERS IN ADVERTISING, MARKETING & PR

### PATRICK MCCARTHY

Senior Vice President and Head of North America Marketing and Martech  
City National Bank

At City National Bank, Patrick McCarthy oversees a team in New York and Los Angeles responsible for developing and executing brand marketing, digital marketing, content development, direct response and social media campaigns. The senior vice president and head of North America marketing and marketing tech is in charge of monitoring and assessing market trends. Under McCarthy's leadership, City National partnered with Condé Nast to produce a thought leadership advertorial for some of the latter's brands. He is an adviser to Out In Tech, a nonprofit community of LGBTQ tech leaders. McCarthy sits on the board of the Sackett Memorial Fund.

